

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|-------------|---|------------------|---------------------|
| Applicant: | Matz, <i>et al.</i> | Attorney Docket: | BS01378 |
| Serial No: | 10/017,630 | Art Unit: | 3629 |
| Date Filed: | 12/14/2001 | Examiner: | Ouellette, Jonathan |
| Title: | SYSTEM AND METHOD FOR DEVELOPING TAILORED CONTENT | | |

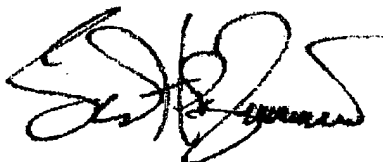
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02 May 2005
Date of Transmission

AMENDMENT

Mail Stop: Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Commissioner:

Assignee respectfully requests reconsideration in response to the office action mailed December 8, 2004. Assignee respectfully submits that the pending claims distinguish over the cited art.